

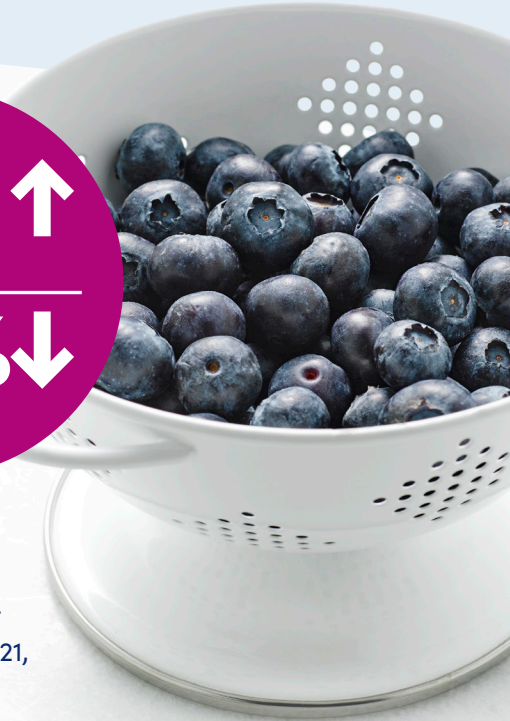
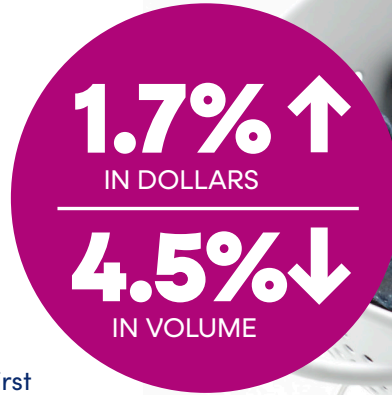


# USHBC Blueberries in Retail Report: Q1 2022

The total blueberry category, inclusive of both fresh and frozen blueberries, is **up +1.7% in dollars but down -4.5% in volume** for the first quarter of 2022 as compared to the same timeframe in 2021.

## Market Situation:

The decline in total blueberry volume sold at retail during the first quarter of this year is offset by higher prices. During Q1 2022, food prices (including the berry category) have continued to increase due to inflation. The average retail price of a pound of blueberries has increased by +6.8% (or +\$0.31) since Q1 2021, retailing on average at \$4.87/lb. The average price per pound for all other berries has also increased, up +6.0% (or +\$0.23) compared to Q1 2021, retailing on average at \$4.07/lb.



## Fresh & Frozen Blueberries: Q1 2022 vs. Q1 2021'

Category	Dollars (\$)	Dollar % Chg (vs. Q1 2021)	Volume (Lbs)	Volume % Chg (vs. Q1 2021)
Total	\$614,087,923	+1.7%	126,060,500	-4.5%
Fresh	\$533,324,851	+2.2%	103,466,736	-3.8%
Frozen	\$80,763,073	-1.0%	22,593,765	-7.7%

**Fresh Highlights:** Fresh blueberry sales are down -3.8% in volume and up +2.2% in dollars vs. YA. The decline in fresh volume is offset by higher retail prices for fresh blueberries. The average retail price per pound for all fresh blueberries in Q1 of 2021 was \$4.85/lb, which has increased +6.2% (+\$.30) to \$5.15/lb in Q1 2022.

**Frozen Highlights:** Frozen blueberry sales are down -7.7% in volume and just under -1.0% in dollars vs. YA. Similar to trends seen in the fresh category, frozen volume is nearly offset by higher retail prices for frozen blueberries. The average retail price per pound for all frozen blueberries in Q1 of 2021 was \$3.33/lb, which has increased +7.2% (+\$0.24) to \$3.57/lb in Q1 2022.

For more research, explore blueberry-specific [Nielsen Reports](#) and [Consumer & Shopper Insights](#).



# USHBC Coordinated Seasonal Promotions Drive Incremental Sales



As part of Grab a Boost of Blue – a strategic positioning and call to action backed by tools and consumer research made available on USHBC’s [Retail Hub](#) – the Council coordinates industry promotion of blueberries during key seasonal periods or “power periods.”

Nielsen sales data shows that **these periods of coordinated promotion during 2021 had a significant positive impact<sup>2</sup> on incremental growth in total and fresh blueberry volume and dollar sales at retail:**



## Incremental Retail Sales During USHBC 2021 Power Periods



Heart Health Month



Frozen Food Month



Brain Health Month



National Blueberry Month



National Diabetes Month



Holiday Season Promotions

Average Incremental Weekly Dollars, Fresh Blueberries:

**+ \$560,875**

Average Incremental Weekly Volume, Fresh Blueberries:

**+ 525,254 lbs**

In 2022, we invite retailers and marketers to take advantage of these seasonal pushes by leveraging our [free promotional resources](#) and [turnkey content](#) designed to drive blueberry demand in stores and online. By taking part in USHBC’s seasonal promotions, retailers can increase their store’s average basket value and marketers can do more within a limited budget. Synch up with our coordinated promotions this year and grab a boost for you and your customers!



For more inspiration and ways to integrate USHBC’s assets into your upcoming promotions, visit the [USHBC Retailer Hub](#) or contact [retail@blueberry.org](mailto:retail@blueberry.org). To receive the latest on blueberries in retail straight to your inbox, [sign up](#) for our monthly retail newsletter today!



Source:

<sup>1</sup> Category Partners Nielsen Report, Excel Dashboard for 12 weeks ending 01.08.22 through 03.26.22.

<sup>2</sup> FoodMinds Strategic Insights analysis of Nielsen retail sales data comparing incremental sales during 26 Power Period weeks of combined USHBC and industry partner investment vs. balance of 2021



[GrabABoostOfBlue.com](http://GrabABoostOfBlue.com) | [Blueberry.org/RetailHub](http://Blueberry.org/RetailHub)

 **blueberries**  
U.S. Highbush Blueberry Council